

**In the Claims**

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Claim 49 (New): A device capable of holding a plurality of items for display, comprising:

a first substantially planar member having a front and a back surface;

a second substantially planar member having a front and a back surface;

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on a surface of at least one planar member, at least two substantially straight

and smooth, linear, raised ribs having a pre-determined thickness and

--- coplanar to each other and ---

lying in the same plane at 90-degree right angles in perpendicular

relation to each other, thereby forming a cross-shaped configuration

--- hub, said raised ribs extend radially outward from the

having a central ~~hub~~ central hub; and ---

means for joining said first and second substantially planar members so that

said at least two substantially straight and smooth, linear, raised ribs

See Interview Summary

form PTOL-413 for

additional subject

matter suggested to

be included in the

claim.

are located there-between, thereby defining a spacial cavity having four

chambers and suitable for the introduction thereinto of at least one display item,

and so that an interiorly directed pressure between said first and second

substantially planar members for substantially tightly holding said at

at least one display item is permitted to be exerted thereon, upon its

introduction into said defined spacial cavity.

Claim 50 (New): A device capable of holding a plurality of items for display, comprising:

a first substantially planar member having a front and a back surface;

a second substantially planar member having a front and a back surface;

on a surface of at least one planar member, at least two substantially straight

and smooth, linear, raised ribs having a pre-determined thickness and

lying in the same plane at 90-degree right angles in perpendicular

relation to each other, thereby forming a cross-shaped configuration

having a central hub;

means for joining said first and second substantially planar members so that  
said at least two substantially straight and smooth, linear, raised ribs  
are located there-between, thereby defining a spacial cavity having  
four chambers and suitable for the introduction of at least one display item thereinto;  
means for the exertion of an interiorly directed pressure between said first and second  
substantially planar members on said at least one display item upon its introduction  
into said defined spacial cavity, so that said at least one display item is substantially  
tightly held within said defined spacial cavity upon its introduction thereinto.

Claim 51 (New): The device capable of holding a plurality of items for display according to claim 50, wherein:

a first substantially planar member is made of plastic;  
a second substantially planar member is made of plastic;  
said substantially straight and smooth, linear, raised ribs are integrally molded into  
at least one substantially planar member;  
said central hub has a hole suitable for the passage therethrough of a push-pin;  
means for joining said first and second substantially planar members is a glue-like element;  
means for the exertion of an interiorly directed pressure between said first and second  
substantially planar members is a gradient surface having the exterior edge on at  
least one substantially planar member being the lower edge of the gradient, wherein  
said surface is positioned to form part of the interior of said defined spacial cavity.

Claim 52 (New): The device capable of holding a plurality of items for display according to claim 50, wherein:

a first substantially planar member is made of translucent plastic;  
a second substantially planar member is made of plastic;  
said substantially straight and smooth, linear, raised ribs are a separate, individually formed  
element of plastic;  
means for joining said first and second substantially planar members is sonic welding which

causes the bonding between targeted plastic items at any contacting points;

means for the exertion of an interiorly directed pressure between said first and second

substantially planar members is texturing of the plastic surface on

at least one substantially planar member, wherein said surface is positioned

to form part of the interior of said defined spacial cavity.

Claim 53 (New): The device capable of holding a plurality of items for display according to claim 50, wherein:

a first substantially planar member is made of translucent plastic;

a second substantially planar member is made of metal;

said substantially straight and smooth, linear, raised ribs are stamped into at least one

substantially planar member;

means for joining said first and second substantially planar members is a co-active fastening

design, engineered to permit said first and second substantially planar members

to snap together;

means for the exertion of an interiorly directed pressure between said first and second

substantially planar members is the affixing to a surface of at least one substantially

planar member a material of a pre-determined thickness which affords a non-slip

traction to said surface to inhibit the withdrawal of said at least one display item,

wherein said surface is positioned to form part of the interior of said defined spacial cavity.

Claim 54 (New): A device capable of holding a plurality of items for display, comprising:

a first substantially planar member having at least a front and a back surface and having

at least a first side edge and a second side edge that are mutually perpendicular to one another;

a second substantially planar member having at least a front and a back surface and having

at least a first side edge and a second side edge that are mutually perpendicular to one another;

on a surface of at least one planar member, at least one substantially straight

and smooth, linear, raised rib having a pre-determined thickness;

means for joining said first and second substantially planar members so that

said at least one substantially straight and smooth, linear, raised rib

is located there-between, thereby defining a spacial cavity having two

chambers and suitable for the introduction of at least one display item thereinto;

means for the exertion of an interiorly directed pressure between said first and second

substantially planar members on said at least one display item upon its introduction

into said defined spacial cavity, so that said at least one display item is substantially

tightly held within said defined spacial cavity upon its introduction thereinto.

Claim 55 (New): A device capable of holding a plurality of items for display, comprising:

a first substantially planar member having at least a front and a back surface, and having

at least a first side edge and a second side edge that are mutually perpendicular to one another;

a second substantially planar member having at least a front and a back surface, and having

at least a first side edge and a second side edge that are mutually perpendicular to one another;

on a surface of at least one planar member, at least three substantially straight

and smooth, linear, raised ribs having a pre-determined thickness and

lying in the same plane in angular relation to each other, thereby forming

a peace sign-shaped configuration having a central hub;

means for joining said first and second substantially planar members so that

said at least two substantially straight and smooth, linear, raised ribs

are located there-between, thereby defining a spacial cavity having

three chambers and suitable for the introduction of at least one display item thereinto;

means for the exertion of an interiorly directed pressure between said first and second

substantially planar members on said at least one display item upon its introduction

into said defined spacial cavity, so that said at least one display item is substantially

tightly held within said defined spacial cavity upon its introduction thereinto.

Claim 56 (NEW): A device capable of holding a plurality of items for display, comprising:

- a) a base backing member having an upper surface and a lower surface, said upper surface being substantially planar, said base backing member having at least a first side edge and a second side edge that are mutually perpendicular to one another, said base backing member having a first linear extending raised portion disposed parallel to said first side edge, and having a second linear extending raised portion disposed parallel to said second side edge, said first and second linear extending raised portions being disposed perpendicular to one another;
- b) a clasping member having an upper surface and a lower surface, at least a first side edge and a second side edge that are mutually perpendicular to one another, said clasping member comprising a piece member capable of being affixed to a portion of said base backing member.

Claim 57 (NEW): A clasping device capable of holding a plurality of items for display such that the side and top of the display items are aligned substantially uniformly, comprising:

- a) a base backing member having a first surface and a second surface opposing one another, with said base backing member having on said first surface a first raised rib portion and a second raised rib portion, with said first and second rib portions being in perpendicular relation to one another, thereby forming a cross-shaped rib portion;
- b) clasping means affixed to at least a section of said cross-shaped rib portion of said base backing member, thereby forming an apical spacial area capable of conformingly receiving therein the introduction of at least one display item, said clasping means having means to impinge against at least one display item when said at least one display item is introduced into said apical spacial area which is formed by the relationship between said base backing member and said clasping means.

Claim 58 (NEW): A clasping device capable of holding a plurality of items for display such that the side and top of the display items are aligned substantially uniformly, comprising:

- a) a base backing member having a first surface and a second surface opposing one another, with said base backing member having on said first surface a first raised rib portion and a second raised rib

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continued:

portion, with said first and second rib portions being in perpendicular relation to one another, thereby forming a cross-shape;

b) means for permitting the removeable affixing of at least one display item onto  
said base backing member.

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**CONCLUSION**

In view of the foregoing remarks, and for at least the reasons set forth herein by Applicant in this case, since no prior art structure exists to perform the function(s) that the device of Applicant's disclosure permits or describes, teaches, or suggests the novel combination of each and every element of the claims, therefore, the claims herein are patentable over all prior art under 35 U.S. C. Section 102(b). Because the reasons above are sufficient to warrant allowance for this patent application, Applicant has not explored, nor is there now presented, other possible supporting information in Preliminary Amendment. Nonetheless, Applicant expressly reserves the right to present further supporting information in the future, if appropriate, in response to any subsequent Office Action.

Accordingly, Applicant respectfully requests the entry of the amendments contained herein, and contends that this application should now be in condition for allowance. A notice to this effect is respectfully requested. After considering these remarks, in the event that the Examiner disagrees, Applicant hopes that the Examiner will work with Applicant to define acceptable scope of patent protection. If the Examiner believes that a telephone conference with Applicant would be advantageous towards the disposition of this case in a manner favorable to Applicant, the Examiner is requested contact Applicant at anytime at the telephone number listed below. An early and favorable action is hereby requested.

**Applicant respectfully requests a personal meeting with the Examiner, for whom Applicant has a high regard, and towards this goal, Applicant intends to contact the Examiner by telephone in the near future, very likely during the week of March 10, 2008.**